

**PENGARUH KUALITAS LAYANAN DAN BUDAYA AKADEMIK TERHADAP  
MOTIVASI BERPRESTASI MAHASISWA KEPERAWATAN (D3)  
PADA PERGURUAN TINGGI SWASTA DI KOTA CIMAH**

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**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas layanan dan budaya akademik terhadap motivasi berprestasi mahasiswa keperawatan (D3) pada perguruan tinggi swasta di Kota Cimahi. Subjek penelitian sebanyak 240 mahasiswa. Kerangka penelitian mengacu pada apakah kualitas pelayanan dan budaya akademik mempunyai pengaruh terhadap motivasi berprestasi yang diukur lewat angket. Instrumen penelitian terdiri atas 40 butir pertanyaan untuk kualitas layanan, 40 butir budaya akademik, dan 40 butir motivasi berprestasi. Analisis data menggunakan teknik korelasi, analisis regresi ganda dengan bantuan SPSS versi 17.0. Hasil penelitian menunjukkan bahwa bahwa: (1) terdapat pengaruh dari kualitas layanan terhadap motivasi berprestasi sebesar 4,9 % ; (2) terdapat pengaruh dari budaya akademik terhadap motivasi berprestasi sebesar 8,1 % ; (3) terdapat pengaruh kualitas layanan dan budaya akademik secara bersama-sama terhadap motivasi berprestasi mahasiswa keperawatan (D3) pada PTS di Kota Cimahi sebesar 9,3 % . Rekomendasi penelitian ini yaitu pentingnya perguruan tinggi memperhatikan akan kecukupan sarana, kebersihan, dan kelayakan sarana tersebut serta perguruan tinggi wajib mengupayakan dan menjamin agar setiap anggota sivitas akademika melaksanakan otonomi keilmuan secara bertanggung jawab dengan ketentuan peraturan perundang-undangan dan dilandasi etika dan norma atau kaidah keilmuan sehingga dapat mendukung mahasiswa dalam pembelajaran dan dapat meningkatkan motivasi berprestasi mahasiswa.

Kata Kunci : kualitas layanan, budaya akademik, motivasi berprestasi

***EFFECT OF SERVICE QUALITY AND CULTURE OF ACADEMIC  
ACHIEVEMENT MOTIVATION STUDENTS OF NURSING (D3)  
IN PRIVATE UNIVERSITIES IN CIMAH***

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***ABSTRACT***

*The purpose of this study was to determine the effect of service quality and culture of academic achievement motivation toward nursing students (D3) at private universities in Cimahi. The research subject as many as 240 students. The framework refers to whether the quality of service and academic culture has an effect on achievement motivation were measured by questionnaire. The research instrument consisted of 40 rounds of questions for the quality of service, 40 grains of academic culture, and 40 grains of achievement motivation. Analysis of data using correlation, multiple regression analysis using SPSS version 17.0. The results showed that: (1) there is an influence on the quality of service to the achievement motivation of 4.9%; (2) there is the influence of culture on the academic achievement motivation by 8.1%; (3) there are significant quality of service and academic culture together towards the achievement motivation of nursing students (D3) on PTS in Cimahi of 9.3%.*

*Recommendations of this study is the importance of college attention will adequacy of facilities, cleanliness, and the feasibility of such facilities as well as colleges are required to try and ensure that every member of the academic society to implement the autonomy of science in a responsible manner with the provisions of the legislation and is based on ethics and norms or rules of science so it can support students in their learning and can improve student achievement motivation.*

*Keywords : quality of service, academic culture, achievement motivation*